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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
November 1983

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-561-3440

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 8/4/83

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,700	+ 5.9	1.92
1972	1,185.9	+10.1	23,210	+12.1	1.96
1973	1,326.4	+11.8	24,980	+ 7.6	1.88
1974	1,434.2	+ 8.1	26,620	+ 6.6	1.86
1975	1,549.2	+ 8.0	27,900	+ 4.8	1.80
1976	1,718.0	+10.9	33,300	+19.4	1.94
1977	1,918.3	+11.7	37,440	+12.4	1.95
1978	2,163.9	+12.8	43,330	+15.7	2.00
1979	2,417.8	+11.7	48,780	+12.6	2.02
1980	2,633.1	+ 8.9	53,550	+ 9.8	2.03
1981	2,937.7	+11.6	60,430	+12.8	2.06
1982	3,059.3	+ 4.1	66,580	+10.2	2.18
1983	3,297.0	+ 7.8	73,880	+11.0	2.24
1984	3,622.0	+ 9.9	82,900	+12.2	2.29
1985	3,973.0	↑	92,930	↑	2.34
1986	4,359.0	|	104,175	|	2.39
1987	4,782.0	|	116,780	|	2.44
1988	5,245.0	+ 9.7*	130,910	+12.1*	2.50
1989	5,754.0	|	146,750	|	2.55
1990	6,312.0	↓	164,510	↓	2.61

Sources: GNP, U.S. Department of Commerce 1960-82. TvB estimates 1983-90.
Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 11/2/83

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,700	+ 5.9	3,534	- 1.7	17.1
1972	23,210	+12.1	4,091	+15.8	17.6
1973	24,980	+ 7.6	4,460	+ 9.0	17.9
1974	26,620	+ 6.6	4,851	+ 8.8	18.2
1975	27,900	+ 4.8	5,263	+ 8.5	18.9
1976	33,300	+19.4	6,721	+27.7	20.2
1977	37,440	+12.4	7,612	+13.3	20.3
1978	43,330	+15.7	8,955	+17.6	20.7
1979	48,780	+12.6	10,154	+13.4	20.8
1980	53,550	+ 9.8	11,366	+11.9	21.2
1981	60,430	+12.8	12,650	+11.3	20.9
1982	66,580	+10.2	14,329	+13.3	21.5
1983	73,880	+11.0	16,085	+12.3	21.8
1984	82,900	+12.2	18,730	+16.4	22.6
1985	92,930	↑	21,475	↑	23.1
1986	104,175	|	24,615	|	23.6
1987	116,780	|	28,220	|	24.2
1988	130,910	+12.1*	32,350	+14.6*	24.7
1989	146,750	|	37,090	|	25.3
1990	164,510	↓	42,520	↓	25.8

Source: Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.
TV Ad Volume, McCann-Erickson 1960-82. TvB estimates 1983-90.

TELEVISION AD VOLUME 1960-1990

Revised 11/2/83

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,650	+11.3	5,575	+ 8.7	44.1	3,730	+14.1	29.5	3,345	+12.7	26.4
1982	14,329	+13.3	6,210	+11.4	43.4	4,360	+16.9	30.4	3,759	+12.4	26.2
1983	16,085	+12.3	6,960	+12.1	43.3	4,840	+11.0	30.1	4,285	+14.0	26.6
1984	18,730	+16.4	8,145	+17.0	43.5	5,615	+16.0	30.0	4,970	+16.0	26.5
1985	21,475	↑	9,320	↑	43.4	6,425	↑	29.9	5,730	↑	26.7
1986	24,615	|	10,660	|	43.3	7,350	|	29.9	6,605	|	26.8
1987	28,220	|	12,195	|	43.2	8,405	|	29.8	7,620	|	27.0
1988	32,350	+14.6*	13,950	+14.4*	43.1	9,615	+14.4*	29.7	8,785	+15.3*	27.2
1989	37,090	|	15,960	|	43.0	11,000	|	29.7	10,130	|	27.3
1990	42,520	↓	18,260	↓	42.9	12,585	↓	29.6	11,675	↓	27.5

*Estimated average annual growth rate based on prior 10 years. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-1982. TvB estimates 1983-1990

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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
March 1984

Television Bureau of Advertising, Inc., 485 Lexington Avenue, New York, NY 10017, 212-661-8440

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 3/8/84

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,700	+ 5.9	1.92
1972	1,185.9	+10.1	23,210	+12.1	1.96
1973	1,326.4	+11.8	24,980	+ 7.6	1.88
1974	1,434.2	+ 8.1	26,620	+ 6.6	1.86
1975	1,549.2	+ 8.0	27,900	+ 4.8	1.80
1976	1,718.0	+10.9	33,300	+19.4	1.94
1977	1,918.3	+11.7	37,440	+12.4	1.95
1978	2,163.9	+12.8	43,330	+15.7	2.00
1979	2,417.8	+11.7	48,780	+12.6	2.02
1980	2,631.7	+ 8.8	53,550	+ 9.8	2.03
1981	2,954.1	+12.3	60,430	+12.8	2.05
1982	3,073.0	+ 4.0	66,580	+10.2	2.17
1983	3,309.5	+ 7.7	75,060	+12.7	2.27
1984	3,655.0	+10.4	85,400	+13.8	2.34
1985	3,990.0	+ 9.2	95,220	↑	2.39
1986	4,373.0	↑	106,170	|	2.43
1987	4,749.0	+ 9.6*	118,380	+11.5*	2.49
1988	5,205.0	|	131,990	|	2.54
1989	5,705.0	|	147,170	|	2.58
1990	6,252.0	↓	164,100	↓	2.62

Sources: GNP, U.S. Department of Commerce 1960-83. TvB estimates 1984-90.
Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 3/8/84

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,700	+ 5.9	3,534	- 1.7	17.1
1972	23,210	+12.1	4,091	+15.8	17.6
1973	24,980	+ 7.6	4,460	+ 9.0	17.9
1974	26,620	+ 6.6	4,851	+ 8.8	18.2
1975	27,900	+ 4.8	5,263	+ 8.5	18.9
1976	33,300	+19.4	6,721	+27.7	20.2
1977	37,440	+12.4	7,612	+13.3	20.3
1978	43,330	+15.7	8,955	+17.6	20.7
1979	48,780	+12.6	10,154	+13.4	20.8
1980	53,550	+ 9.8	11,366	+11.9	21.2
1981	60,430	+12.8	12,650	+11.3	20.9
1982	66,580	+10.2	14,329	+13.3	21.5
1983	75,060	+12.7	16,140	+12.6	21.5
1984	85,400	+13.8	18,800	+16.5	22.0
1985	95,220	↑	21,385	↑	22.5
1986	106,170		24,320		22.9
1987	118,380	+11.5*	27,665	+13.8*	23.4
1988	131,990		31,475		23.8
1989	147,170		35,800		24.3
1990	164,100	↓	40,730	↓	24.8

Source: Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-90.
TV Ad Volume, McCann-Erickson 1960-82. TvB estimates 1983-90.

TELEVISION AD VOLUME 1960-1990

Revised 3/8/84

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,650	+11.3	5,575	+ 8.7	44.1	3,730	+14.1	29.5	3,345	+12.7	26.4
1982	14,329	+13.3	6,210	+11.4	43.4	4,360	+16.9	30.4	3,759	+12.4	26.2
1983	16,140	+12.6	7,015	+13.0	43.5	4,800	+10.1	29.7	4,325	+15.1	26.8
1984	18,800	+16.5	8,210	+17.0	43.7	5,570	+16.0	29.6	5,020	+16.1	26.7
1985	21,385	↑	9,325	↑	43.6	6,295	↑	29.4	5,765	↑	27.0
1986	24,320		10,595		43.6	7,110		29.2	6,615		27.2
1987	27,665	+13.8*	12,035	+13.6*	43.5	8,035	+13.0*	29.0	7,595	+14.8*	27.5
1988	31,475		13,675		43.4	9,080		28.9	8,720		27.7
1989	35,800		15,530		43.4	10,260		28.6	10,010		28.0
1990	40,730	↓	17,645	↓	43.3	11,595	↓	28.5	11,490	↓	28.2

*Estimated average annual growth rate based on prior 12 years. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-1982. TvB estimates 1983-1990